1 in 2 men and 1 in 3 women will be touched by cancer.

It is with this urgency that your help is crucial. Please join the American Cancer Society’s Coaches vs. Cancer School Initiative in the fight against cancer. **TOGETHER**, we can win this fight!

**WHO WE ARE:** The Coaches vs. Cancer School Initiative leverages the visibility and passion of High Schools, Middle Schools, and Elementary schools to raise funds and awareness among students, faculty, and local communities. The School initiative consists of area volunteers working with local Principals, Athletic Directors and Coaches to coordinate various school specific events that raise funds and increase Cancer prevention and awareness.

Schools participate by donating a portion of tickets sales, holding contests and raffles, and or by collecting donations. Events have been held on large and small scales. Last Season, the Coaches vs. Cancer School Initiative program in Ohio and Pennsylvania alone raised over $450,000.00 for the fight to BEAT cancer!

**HOW TO GET INVOLVED:** Become a sponsor of a local Coaches vs. Cancer Program and join the team in the fight against cancer! Your participation, small or large will go very far in SAVING LIVES! Forming a strategic alliance with the American Cancer Society – the largest and most respected voluntary health organization in the US – will bolster your company’s reputation and clarify your commitment to serving your community.

100% of the proceeds generated through the school and your sponsorship donation will benefit the American Cancer Society’s programs of research, education, patient services, and advocacy.

Contact your local American Cancer Society Representative below to find out how you can get your organization involved. Various sponsorship levels are available all including recognition on game day!

**YOU HAVE THE POWER:**
Thank you for joining our team! The American Cancer Society and the National Fastpitch Coaches Association (NFCA) team up to “StrikeOut” Cancer.

The NFCA initiated the StrikeOut Cancer initiative has raised thousands of dollars to support the fight against cancer. These vital resources allow the Society to continue making progress toward its mission of preventing cancer, saving lives, and diminishing suffering from the disease through research, education, advocacy, and service.

The American Cancer Society is committed to building a powerful network of individuals and organizations, with people like you, to achieve the greatest possible impact on decreasing cancer incidence and mortality.

The following information is provided to assist you in the planning and implementation of your fundraising and cancer awareness efforts. Please contact your local American Cancer Society representative (Contact info available on website) for additional support and to get more information.

Thank you for your commitment in the fight against cancer. Together, we can make a difference!
The StrikeOut Cancer initiative brings together the American Cancer Society and the National Fastpitch Coaches Association. The program leverages the personal experiences, community leadership, and professional excellence of fastpitch softball coaches nationwide by increasing cancer awareness and promoting healthy living through awareness efforts and fundraising activities.

**Together, Making a Difference**

The American Cancer Society and the National Fastpitch Coaches Association team up in the fight against cancer.

*The American Cancer Society* saves lives and creates more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

*The National Fastpitch Coaches Association’s* mission is to assist in the professional development of fastpitch softball coaches through educational services and cooperative efforts with other professional organizations, while stimulating the growth and promotion of the sport and competition in the highest traditions of athletics.
“I’d like to personally thank the NFCA, the American Cancer Society, and the schools participating in the StrikeOut Cancer program for their dedication to finding a cure for cancer. I am so fortunate and grateful to be healthy and living life to its fullest after a two-year battle with Hodgkin Lymphoma. I am living proof that the hard work and the dollars raised are improving cancer treatments and survival rates among patients suffering from this horrible disease. I truly believe that the effort and support put forth by so many has been a huge part of my survival, and I thank you again from the bottom of my heart. I ask and urge everyone to step up to the plate and do their part in finding a cure for cancer.”

Sara Pickering
(Cancer Survivor)
Assistant Coach
Stanford University

“Without the American Cancer Society, treatments would not have been available to help me in my fight against cancer. The American Cancer Society is a lifeline for those with the disease.”

Shannon Cantrell
(Cancer Survivor)
Birmingham Southern College

Frankfort, Michigan High School’s 2009 StrikeOut Cancer Event
The American Cancer Society is committed to eliminating cancer as a major health problem. Through stewardship and mission-driven programs and services, we will build a cancer-free future. Some of our most notable achievements have occurred in the past decade:

- The American Cancer Society dedicates more money to cancer research than any other private, not-for-profit, non-government funded cancer research organization in the United States.
- In the 65-year history of its research program, the American Cancer Society has invested more than $3.6 billion in cancer research.
- 46 American Cancer Society researchers have gone on to win the Nobel Prize, the highest accolade of the scientific achievement.
- Contributing to research breakthroughs such as tamoxifen, bone marrow transplants, and the Pap test that translates into millions of lives saved each year.
- Offering reliable information to more than 1.5 million callers per year through our National Cancer Information Center at 1-800-ACS-2345, which is available 24 hours a day, seven days a week.
- Being recognized by 96% of American consumers by name and logo (Roper 2003)
- Providing a wide variety of educational programs and services to assist cancer patients and their families.
- Collaborating with policymakers to address cancer issues on the local, state, and federal legislative levels.
- Working to achieve ambitious goals by 2015 to continue the decline in cancer incidence and death rates:
  - Reduce cancer deaths by 50%
  - Reduce the occurrence of cancer by 25%
  - Measurably improve the quality of life for those with cancer.
Suggestions and Tips for Getting Started and Ensuring Fundraising Success

Coaches across the country have hosted various fundraising activities while participating in the StrikeOut Cancer initiative. Listed below are suggestions that have proven successful in planning and hosting events.

• Collaborate with your local American Cancer Society staff. The coach and Society staff should work together to build a strong, trusting relationship.

• Inform your athletic department staff and coaching staff that he/she is participating in the StrikeOut Cancer initiative and is personally committed to the fight against cancer.

• The coach should designate one person as his/her liaison who could recruit a committee of four to five volunteers (coaching staff, Society volunteers, booster club members, local business people, students) to plan, organize, and implement the fundraiser.

• The coach is encouraged to promote his/her involvement at all opportunities; television/radio show, campus newsletter, local newspaper, local press conferences, during available public service announcements, Facebook, twitter, etc.

• The planned event should be promoted through various media outlets at least 30 days prior. Every attempt should be made to secure media coverage for the event. In light of the coach’s status as a community leader and role model for youth and adults alike, StrikeOut Cancer presents a wonderful opportunity to enhance community relations and create a positive image for the coach, institution, and the fastpitch softball program.

• The coach of the opposing team can be encouraged to participate in the event as well, with donations made on behalf of both teams.
I’m Committed … How Do I Get Started?

Contact your local American Cancer Society.

- Obtain support from your athletic department staff, coaching staff, and players.

- Form a committee of volunteers who will commit to making this event a success...teamwork results in success! The committee will determine the type of fundraiser and work together to get each task completed.

- Designate a home game or doubleheader as your StrikeOut Cancer Day. Existing tournaments can be earmarked as fundraisers for your StrikeOut Cancer event. In the past, the month of April was designated as StrikeOut Cancer Month. However, the month and date should be chosen at your discretion.

- A local American Cancer Society staff person will be assigned to support your efforts with cancer literature, event messaging, etc.

- Promote the event in all media outlets: campus newsletter, fliers, through fraternity and sorority groups, campus clubs, game announcements, television and radio public service announcements, local businesses, etc.

- Make every effort to secure a local sponsor to underwrite expenses or match proceeds raised.
StrikeOut Cancer Game

One game during the season is designated as StrikeOut Cancer Day. The game is usually with a known rival where the expected attendance is high. The strategy for raising funds can be based on several factors.

- If applicable, additional dollars ($1-$5) can be charged to the admission price with the additional funds being donated, or donate 100% of gate and concession receipts without asking for the additional charge.

- A student group can canvass the stands and collect flat donations.

- Fans and corporations can commit to making a monetary pledge toward every strikeout pitch recorded during the designated game.

- The team players can be challenged to solicit flat donations or monetary pledges for every strikeout pitch recorded during the designated game.

- Shag balls with the team can be staged during pre-game or between doubleheaders with campus fraternity or sorority groups, local businesses, and fans, for a registration fee.

- Team raffles and auctions can be held to include items such as autographed game balls, team jersey, other university items, or donated prizes, etc.

- The coach can make a personal plea to the fans asking for contributions to support the team in the fight against cancer.

- Recognize a local cancer survivor or researcher funded by the American Cancer Society to throw out the first pitch or to join the team in the dugout during the game. The individual can be publicly recognized by the fans and could be given the opportunity to address them with their personal testimonial.
“First Pitch” Breakfast

This event (breakfast, lunch, or dinner) brings together supporters of the coach and the softball program, usually held during pre-season activities. It’s a way to update the boosters and fans on expectations of the season, but more importantly, an opportunity to share your commitment to eliminating cancer as a major health problem.

- The coach invites guest (alumnus, booster club, and businesses) to join him/her in a private setting to hear about the team and their involvement in the StrikeOut Cancer initiative. Personal phone calls or written invitations can be used to solicit as many attendees as possible. The coach’s committee should assist in providing names of people to be invited.

- The coach explains that this event is his/her effort to support the American Cancer Society.

- The message of invitation should distinctly demonstrate a genuine commitment to support the mission of the American Cancer Society, as well as, honoring or remembering someone within the softball program that has been directly or indirectly touched by cancer.

- The event can be held on campus, at a local restaurant, or another convenient site.

- A sponsor should be solicited to donate the cost of catering or any related expenses. It is also recommended that you ask sponsors to agree to match proceeds raised at the event.

- There should be a short program to include the coach welcome, remarks by a cancer survivor or Society research grantee, remarks from the local American Cancer Society staff on how the donated funds are spent, and closing remarks from the coach. The coach can share season predictions, highlight the players and/or coaching staff, and share his/her personal story on how they have been affected by cancer. Lastly, the coach should personally ask for donations to support the StrikeOut Cancer initiative.

- As follow up, the coach can express his/her thank you with a personal note, during a following game, or in a community publication.
The coach challenges the fans, local community, and students to make a monetary pledge for every strikeout pitch recorded by the team. The event is promoted throughout the season by the coach to encourage participation and to emphasize their personal commitment to make a difference. At the end of the year, an announcement is made to inform participants of how many strikeouts were recorded during the season.

- Pre-game presentations are made to remind fans of the strikeout challenge.
- A cancer fact can be shared in the game publication or by the coach prior to a game; a cancer survivor or local researcher can be recognized in pre-game activities or between doubleheaders.
- A public service announcement can be developed to promote the season event.
- Fliers can be produced to promote the event in the local community.
- Provide a display of American Cancer Society literature. A volunteer should be present to distribute materials and answer any questions on the programs, services and volunteer opportunities available through their local American Cancer Society.
Promoting Cancer Education through the StrikeOut Cancer Program

Through the StrikeOut Cancer initiative and the many other programs and services of the American Cancer Society, we are working to build a cancer-free future. Together, we want to connect with people in communities across the country providing lifesaving information about cancer prevention and early detection. You can help us spread the word!

**Softball Camps & Clinics**

Commonly, camps and clinics are held each year to teach youth the fundamentals of the game. The coaches are encouraged to include in the camp’s agenda a 15-minute presentation on “Building a Cancer-free Future.” The National Home Office of the American Cancer Society will provide the information needed to make the presentation.

Summer camps have proved to be an excellent venue to make this type of presentation, which lends itself to a captive audience.

**School Visits**

It’s critical that we reach youth at a young age while lifestyle behaviors are being developed. We want to reach out to this targeted group to prevent the beginning of unhealthy habits.

Coaches and/or players can visit their local elementary and high schools to share the American Cancer Society lifesaving messages with young people by emphasizing the importance of eating well, being active, dangers of tobacco use, and skin cancer prevention.
What is the StrikeOut Cancer program?

The StrikeOut Cancer initiative between the American Cancer Society and the National Fastpitch Coaches Association leverages the personal experiences, community leadership, and professional excellence of fastpitch softball coaches nationwide. Coaches across the country are working to increase cancer awareness and promote healthy living through awareness efforts, fundraising activities, and advocacy programs. StrikeOut Cancer provides critical mission outreach, while raising funds in support of the Society’s lifesaving cancer research, education, advocacy, and community service efforts.

Why a StrikeOut Cancer program?

Together, member coaches of the NFCA and the American Cancer Society can help provide people currently facing cancer with hope. Coaches help raise awareness of the American Cancer Society programs and services available in their communities. As role models, coaches are able to instill life-changing behaviors through educational programs.

How are contributions and awareness raised through the StrikeOut Cancer program?

On the local level, the coach works with the local American Cancer Society staff coordinator to plan and implement fundraisers in their community. Coaches also work with youth to encourage healthy lifestyle choices through their summer camps and during school appearances at local elementary and high schools.

Where do the contributions go?

Participation in the program goes a long way to help eliminate cancer and better the lives of those already affected. Contributions raised through StrikeOut Cancer strengthen the American Cancer Society’s momentum to build a cancer-free future. The majority of contributions raised fund American Cancer Society research, education, advocacy, and patient services in the coaches’ own communities. Thanks to our generous supporters, we have distributed nearly $3 billion to fund cancer research.
Local Coaches Team Up to Fight Cancer With the StrikeOut Cancer High School Challenge

City, State – RELEASE DATE – The American Cancer Society and the National Fastpitch Coaches Association are proud to announce the StrikeOut Cancer High School Challenge, presented by Cherundolo, Bottar and Leone. On Saturday, January 4 at LeMoyne College, eight of the best local high school girls’ softball teams will compete in four back-to-back games, all to help fight cancer.

At 2:00 p.m., defending New York State Class D champion Faith Heritage takes on LaFayette, followed by Bishop Grimes vs. Jordan-Elbridge at 4:00 p.m. At 7:00 p.m., Chittenango will battle Whitesboro, followed by CBA facing Fulton at 9:00 PM. Tickets are $5 for the entire day ($2 for children 12 and under), and can be purchased in advance at any of the participating schools or at the American Cancer Society office, 6725 Lyons Street, near Kirkville and Fly Roads, East Syracuse. All proceeds from the event will benefit American Cancer Society research, education, advocacy and services.

Ed Leone, a partner in the law firm of Cherundolo, Bottar and Leone, says, “We are proud to be involved with such an outstanding event and to be supporting the lifesaving work of the American Cancer Society.”

The StrikeOut Cancer program is collaboration between the American Cancer Society and the National Fastpitch Coaches Association. The program leverages the community leadership and celebrity of our country’s fastpitch softball coaches by raising cancer awareness and reducing cancer risk through educational programs, while raising funds for American Cancer Society research, advocacy, education and patient services.

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research, education, advocacy and service. Founded in 1913 and with national headquarters in Atlanta, the Society has 13 regional Divisions and local offices in 3,400 communities, involving millions of volunteers across the United States. For more information anytime, call toll free 1-800-ACS-2345 or visit www.cancer.org.
Sample Press Release

FOR MORE INFORMATION CONTACT:
LOCAL CONTACT NAME
Phone: ###-###-####

Faith Heritage School
Strikes Out Cancer to Benefit
The American Cancer Society

Syracuse, New York – On Friday, January 16, 2006, the Faith Heritage girls’
softball team will host their StrikeOut Cancer night, as the Saints take on rival Tully.
The games will be held at Faith Heritage School at 3740 Midland Avenue in
Syracuse. Proceeds from ticket sales and staged contests throughout the evening will
benefit the American Cancer Society.
The event will be held in honor of two staff members who have been touched by
cancer: Elsie Staffin, a biology teacher and cancer survivor; and Jim Standford, a former
staff member who passed away from cancer several years ago.
The StrikeOut Cancer program is collaboration between the American Cancer
Society and the National Fastpitch Coaches Association. The program exists to leverage
the community leadership and celebrity of our country’s fastpitch softball coaches to
raise cancer awareness and reduce cancer risk through educational programs, while
raising funds for American Cancer Society research, education, advocacy and services.
The American Cancer Society is dedicated to eliminating cancer as a major health
problem by saving lives, diminishing suffering and preventing cancer through research,
education, advocacy and service. Founded in 1913 and with national headquarters in
Atlanta, the Society has 13 regional Divisions and local offices in 3,400 communities,
involving millions of volunteers across the United States. For more information anytime,
call toll free 1-800-ACS-2345 or visit www.cancer.org.
FOR MORE INFORMATION OR QUESTIONS. CONTACT:

Your local American Cancer Society representative,
(contact info available on website)
YES! I’LL JOIN THE TEAM TO HELP FIGHT CANCER!

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